In the Claims:

1.   A method in a computer system for conducting electronic commerce, the method comprising:

providing a plurality of electronic shopping carts, each electronic shopping cart having an indication of items currently within the electronic shopping cart and billing and shipment information;

generating a display that identifies each of the provided electronic shopping carts;

sending the generated display to a user computer system;

receiving a selection of one of the identified electronic shopping carts from the user computer system;

receiving a selection of an item from the user computer system;

in response to receiving the selection of the item, adding the item to the selected electronic shopping cart;

receiving an indication to checkout the items in the selected electronic shopping cart from the user computer system; and

in response to receiving the indication to checkout,

shipping the items in the selected electronic shopping cart in accordance with the shipment information of the selected electronic shopping cart; and

billing for the items in the selected electronic shopping cart in accordance with the billing information for the selected electronic shopping cart

whereby a user can select each of the plurality of electronic shopping carts for adding items to the electronic shopping carts.

2.   The method of claim 1 wherein the user can provide an identifier for each electronic shopping cart.

3.   The method of claim 1 including tracking activity performed by the user while each electronic shopping cart is selected.

4.   The method of claim 1 wherein, after receiving a selection of an electronic shopping cart, modifying a display based on information relating to the selected electronic shopping cart.

5.   The method of claim 1 wherein the user selects one of the plurality of electronic shopping carts with a single action.

6.   The method of claim 1 wherein the selection of an item and the indication to checkout the item is performed by a single action.

7.   A method in a computer system for maintaining information relating to conducting electronic commerce with a vendor, the method comprising:

> providing a plurality of electronic commerce contexts for a user for use in conducting electronic commerce with the vendor, each electronic commerce context having information relating to electronic commerce conducted between the user and the vendor while in that electronic commerce context;

> receiving from the user a selection of one of the plurality of electronic commerce contexts;

> after receiving the selection of the one of the plurality of electronic commerce contexts, conducting electronic commerce between the user and the vendor; and

> associating, with the selected electronic commerce context, information relating to the electronic commerce conducted between the user and the vendor so that when the user subsequently selects that selected electronic commerce context from the plurality of electronic commerce

contexts, the associated information is available for conducting subsequent electronic commerce between the user and the vendor.

8. The method of claim 7 wherein the electronic commerce includes selecting items and the information includes the identity of the items previously selected.

9. The method of claim 8 including presenting to the user a recommendation for items based on items previously selected while in the currently selected electronic commerce context.

10. The method of claim 8 including presenting to another user a recommendation for items based on items previously selected by the user while in a certain electronic commerce context.

11. The method of claim 10 wherein the other user selects an item as a gift for the user.

12. The method of claim 8 including providing to another user a list of items selected in one of the electronic commerce contexts.

13. The method of claim 12 wherein the other user purchases one of the items in the list as a gift for the user.

14. The method of claim 13 wherein the purchased gift is shipped to the user in accordance with the electronic commerce context in which the item was selected.

15. The method of claim 7 wherein the user establishes a connection when conducting electronic commerce and including persistently storing the information so that the information is available when the user next establishes a connection.

[24976-8004/SL021860.148]   -4-   7/5/02

16.   The method of claim 15 wherein the information includes items selected to be ordered but that have not yet been ordered.

17.   The method of claim 7 wherein each electronic commerce context has associated billing information relating to electronic commerce conducted while in that electronic commerce context.

18.   The method of claim 7 wherein each electronic commerce context has associated shipment information relating to electronic commerce conducted while in that electronic commerce context.

19.   The method of claim 7 wherein the receiving of a selection includes sending to the user an indication of each of the plurality of electronic commerce contexts.

20.   The method of claim 19 wherein the sent indications are to be displayed simultaneously to the user for selection of one of the indications.

21.   The method of claim 20 wherein the selection is performed with a single action by the user.

22.   The method of claim 20 wherein the selection is performed by a click of a pointing device.

23.   The method of claim 7 including receiving from the user an identifier for an electronic commerce context.

24.   The method of claim 23 wherein each electronic commerce context is identified by the identifier received from the user.

25. The method of claim 24 wherein each electronic commerce is derivable from the identifier received from the user.

26. The method of claim 7 wherein single-action ordering is enabled and all single-action ordering is relative to the selected electronic commerce context.

27. The method of claim 26 wherein when generating a display for single-action ordering, identifying the selected electronic commerce context.

28. The method of claim 7 wherein the user indicates that another user can access information associated with an electronic commerce context.

29. A computer system for maintaining information relating to conducting electronic commerce with a vendor, comprising:

> a data component for storing information relating to a plurality of electronic commerce contexts for a user, the information relating to electronic commerce conducted between the user and the vendor while in that electronic commerce context;

> a component that receives from the user a selection of one of the plurality of electronic commerce contexts; and

> a component that, after receiving the selection of the one of the plurality of electronic commerce contexts, conducts electronic commerce between the user and the vendor and stores information relating to the conducted electronic commerce in association with the selected electronic commerce context.

30. The computer system of claim 29 wherein the electronic commerce includes selecting items and the information includes the identity of the items previously selected.

31. The computer system of claim 30 including a component that generates a recommendation for items to select based on items previously selected while in the currently selected electronic commerce context.

32. The computer system of claim 31 wherein the generated recommendation is presented to another user.

33. The computer system of claim 32 wherein an item selected by the other user is a gift for the user.

34. The computer system of claim 29 including a component that persistently stores the information.

35. The computer system of claim 34 wherein the information includes items selected to be ordered but that have not yet been ordered.

36. The computer system of claim 29 wherein each electronic commerce context has associated billing information relating to electronic commerce conducted while in that electronic commerce context.

37. The computer system of claim 29 wherein each electronic commerce context has associated shipment information relating to electronic commerce conducted while in that electronic commerce context.

38. The computer system of claim 29 wherein the component that receives a selection sends to the user an indication of each of the plurality of electronic commerce contexts.

39. The computer system of claim 38 wherein the sent indications are to be displayed simultaneously to the user for selection of one of the indications.

40. (Canceled)

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59. (Canceled)

60. (Amended) The method of claim 69 including displaying selection navigation information that indicates each of the plurality of interaction contexts.

61. The method of claim 60 wherein the selecting is performed by a single action relating to the displayed selection navigation information.

62. (Amended) The method of claim 69 wherein the interacting includes use of a search engine.

63. (Amended) The method of claim 69 wherein the interacting includes conducting of electronic commerce.

64. (Amended) The method of claim 69 wherein each of the plurality of interaction contexts has associated information relating to interactions engaged in while that interaction context was selected.

65. (Amended) The method of claim 69 including displaying viewing navigation information that indicates each of the plurality of interaction contexts.

66. The method of claim 65 wherein when an interaction context is selected from the viewing navigation information, information relating to that interaction context is displayed.

67. (Amended) The method of claim 69 wherein the user supplies an identifier for each interaction context.

68. (Amended) A method for interacting with a computer, the method comprising:

selecting one of a plurality of interaction contexts for a user; and

after selecting an interaction context, interacting with the user

whereby the interacting is associated with the selected interaction context

wherein the user provides all of the interaction contexts.

69. (Amended) A method for interacting with a computer, the method comprising:

selecting one of a plurality of interaction contexts for a user; and

after selecting an interaction context, interacting with the user

whereby the interacting is associated with the selected interaction context

wherein the user provides at least one of the interaction contexts.

70. (Amended) A method for interacting with a computer, the method comprising:

selecting one of a plurality of interaction contexts for a user; and

after selecting an interaction context, interacting with the user

whereby the interacting is associated with the selected interaction context

wherein only one of the plurality of interaction contexts is initially provided.

71. The method of claim 70 wherein the user subsequently provides additional interaction contexts.

72. (Canceled)

73. The method of claim 7 including limiting the electronic commerce conducted while an electronic commerce context is selected to a specified scope for that electronic commerce context.

74. The method of claim 73 wherein the scope is specified by a filter that is applied when electronic commerce is conducted while that electronic commerce context is selected.

75. The method of claim 73 wherein the limiting includes displaying only those items that satisfy a certain criteria.

76. The method of claim 73 wherein the limiting includes allowing purchase of only those items that satisfy a certain criteria.

77. The computer system of claim 29 wherein the component that conducts electronic commerce includes limiting the electronic commerce conducted to a specified scope for the selected electronic commerce context.

78. The computer system of claim 77 wherein the scope is specified by a filter that is applied when electronic commerce is conducted.

79. The computer system of claim 77 wherein the limiting includes displaying only those items that satisfy a certain criteria.

80. The computer system of claim 77 wherein the limiting includes allowing purchase of only those items that satisfy a certain criteria.

81. (Canceled)

82. (Canceled)

83. (Canceled)

84. (Canceled)